

Extension Service
Washington 25, D. C.

REPORT OF THE PROCEEDINGS OF THE

INTERREGIONAL LIVESTOCK PRODUCTION AND MARKETING CONFERENCE

June 18-21, 1951

Luray, Front Royal, and Timberville, Virginia

The 1951 conference on Interregional Livestock Production and Marketing was attended by more than 50 persons, representing 11 States located in the Appalachian Mountain area. Representatives were, for the most part, extension workers and research workers concerned with livestock production and marketing. Representatives of State departments of markets, and of livestock processing, transportation, and handling industries were also in attendance. A list of the names, titles, and addresses of those attending accompanies this report.

The invitation to meet in Virginia was extended by L. B. Dietrick, Director of Extension Service, Virginia Polytechnic Institute, Blacksburg.

The meeting was organized as a working conference. Consideration was given to current problems of both livestock production and marketing. The program on page 3, indicates the attention that was given to cattle production based on performance, carcass and live-animal grading for both cattle and hogs, and problems of the industry related to handling in marketing channels, local auction markets, meat packers, and terminal markets.

Three aspects were considered: (1) Isolating the problems, (2) reviewing the facts known about these problems, and (3) what extension workers can do to contribute to the application of known facts in solving these problems.

Extension workers not only need to keep abreast of research findings, but must also know and apply improved techniques for getting rapid application of those facts by a high percentage of those who should be concerned. The discussion on extension methods led by Kenneth Hood, Pennsylvania State College, explored (1) working with 4-H Club and youth groups in establishing beef-cow herds and sheep flocks to utilize improved pastures throughout the area, (2) the new tape-recording center being established at Cornell University and its contribution in reaching more people; and (3) the use of program-planning committees in counties to obtain support and assurance that problems recognized by local people would be included in the program.

The panel on livestock grading with specific reference to cattle, considered the problem of live grading, the relationship of live grades to carcass grades, and the best methods of working with producers who for the most part see only the live animals.

The trip to the plant of Shen-Valley Meat Packers, Inc., at Timberville, Va., was for the purpose of studying the problems of live grading of hogs and then of seeing those same hogs graded on the rail. Ten hogs were selected. Each person live-graded these hogs. The same hogs were then slaughtered and rail-graded. Live and rail grades were then compared. Carcasses of two hogs with different degrees of finish were broken down into primal cuts, each was

weighed and its wholesale value determined to demonstrate the difference in the wholesale value of the two carcasses. Several carcasses representing different grades of cattle were also hanging on the rail ungraded. Those in attendance were asked to place their own grade on these carcasses. The carcasses were then officially graded and the results compared.

Livestock losses and carcass damage came in for major emphasis by the panel on handling livestock during marketing. Dr. J. R. Pickard, Livestock Conservation, Inc., has shown his slides on the causes and extent of losses the evening before. (A summary of Dr. Pickard's remarks appears on page 5. A panel followed up this showing by reviewing local conditions and what might be done to improve the situation. Panel members representing transportation organizations, auction markets, central market operators, and packing plants participated in this review.

Four committees were organized to pick the high lights of the discussions, to report briefly on them, and to make recommendations. Each committee delegated two members to each session, to make notes for inclusion in its report. These committee reports are included as part of this report (pages 6 to 11). They are designed primarily to refresh the memory of those in attendance, rather than to give statements in detail.

The committees were appointed the first evening of the conference as follows:

- I. Committee on Livestock Grades.
- II. Committee on Handling Livestock During Marketing.
- III. Committee on R.M.A. Projects
- IV. Committee on Aspects of Livestock Production.

Those in attendance acting as a committee of the whole, adopted the following resolutions:

1. That a meeting be planned for the third week in June 1952, subject to the approval of the State directors of extension concerned.
2. That M. D. Lacy, M. L. Dalton, and John Foster, serve as a committee to select a meeting place for 1952, taking into account facilities available and the distance to be traveled. The committee met and recommended that the group accept West Virginia's invitation. South Carolina, Tennessee, and Alabama had also invited the group to meet in their States.
3. That program arrangements be the responsibility of the host State and the Federal office of the Extension Service.
4. That insofar as possible, the program content be about the same as for the 1951 meeting.
5. That the conference give a hearty vote of thanks to Luke M. Schruben and Lester M. Dalton, and to breed associations, representatives of the livestock trade, and others who arranged for facilities, program, transportation, and hospitality at this exceptionally fine meeting. We were all very comfortably cared for. Our trips and meetings were most informative.

PROGRAM

Monday, June 18, 1951

4:00 p.m. Registration

Monday, June 18, 1951 (evening session)
Chairman - G. C. Herring, Virginia

7:00 p.m. Banquet - Sponsored by Virginia Aberdeen-Angus Association.

Welcome - Dr. J. R. Hutcheson, Chancellor, Virginia
Polytechnic Institute

Introductions

Committee Assignments

Tuesday, June 19, 1951 (morning session)
Chairman - Charles Kincaid, Virginia

7:30 a.m. Drive to Front Royal, Va.

8:30 a.m. Plan for Front Royal Research Station, A. L. Baker,
Bureau of Animal Industry

Results of Beef Bull Testing to Date, R. C. Carter, Virginia

10:00 a.m. Tour of Front Royal Beef Cattle Station, B. M. Priode, Virginia

12:00 noon Lunch at Front Royal, Va., compliments of Virginia Hereford
Breeders Association

Chairman - Dr. J. E. Foster, Maryland (afternoon
session)

1:00 p.m. Bloat in Cattle - Dr. W.D. Pounden, pathologist, Animal
Disease Station, Beltsville, Md.

1:30 p.m. Beef Cattle Herd Classification Demonstration
M. E. Gannon, Maryland, and M. D. Lacy, New York

2:40 p.m. Drive back to Luray by way of Skyline Drive

3:50 p.m. Open Discussion of Extension Methods, Kenneth Hood, Pennsylvania

Tuesday, June 19, 1951 (evening session)
Chairman - B. F. Creech, West Virginia

7:30 p.m. Pictures on Livestock Losses, J.R. Pickard, Livestock
Conservation, Inc.

8:00 p.m. Panel on Livestock Grading, Chairman, Park C. Brinkley,
Commissioner of Agriculture, Virginia
A. L. Baker, B.A.I., Front Royal, Virginia
Sam Buchanan, Animal Husbandman, North Carolina
C. M. Kincaid, Animal Husbandman, Virginia
R. L. Rector, Empire Livestock Marketing Cooperative, New York

Wednesday, June 20, 1951 (morning session)
Chairman - A. L. DuRant, South Carolina

7:30 a.m. Drive to Timberville, Va.

8:30 a.m. Grading of Live Hogs and Live Cattle at Timberville, Va.

10:30 a.m. Panel on Handling Livestock During Marketing
Chairman, Luke M. Schruben, Extension Service, U.S.D.A.
Byron E. Colby, Extension Service, Massachusetts
Roland H. Mullinix, livestock trucker, Maryland
Brooks Mims, Auction Market Operator, Front Royal, Va.
J. R. Pickard, General Manager, Livestock Conservation, Inc.
H. D. Quessenberry, State Department of Agriculture, North Carolina
M. J. Sheffield, Manager, Shen-Valley Meat Packers, Inc.
Allan Driver, livestock commissioner, Union Stockyards,
Baltimore, Md.

12:00 noon Lunch at Timberville, Va., compliments of Shen-Valley
Meat Packers, Inc.

Wednesday, June 20, 1951 (afternoon session)
Chairman - Jack Kelley, North Carolina

1:30 p.m. Rail Grading of Hogs and Cattle

3:00 p.m. Return to Luray, Va.

7:30 p.m. Committee meetings

Thursday, June 21, 1951 (morning session)
Chairman - H.M. Dixon, Extension Service, USDA

8:00 a.m. O.P.S. Beef Price Regulations and Application
J. L. Koster, Head, Beef Section, Meat Branch,
Food and Restaurant Division, Office of Price Stabilization

9:00 a.m. Committee reports and other business that should come
before the group.

12:00 noon Adjournment

SUMMARY OF REMARKS

Made by

J. R. Pickard, General Manager
Livestock Conservation, Inc., Chicago, Ill.

The annual \$50,000,000 loss by the livestock industry from "deads," "bruises," and "cripples" is a tremendous waste to an industry. This loss occurs within all groups that handle livestock, and not within any one particular group. Therefore, an effective educational program must be directed to the livestock producers, transportation agencies, marketing agencies (auction and terminal) and packing plants.

Livestock extension specialists are the key people to spearhead a livestock loss-prevention program with producers. The need for conservation of meat is urgent, and the monetary loss so heavy that attention to this problem is certainly warranted. These specialists are the logical ones to hear a loss-prevention committee at the agricultural college level. Members of such a committee might include the agricultural extension department, animal husbandry department, livestock marketing professors, State 4-H Club leaders, agricultural engineering department, veterinary department, meat specialists such as those working with the vocational agriculture departments, and State committees made up of agricultural representatives of colleges, State department of agriculture officials (State veterinarians), and U. S. Bureau of Animal Industry officials.

A few of the points that might be carried out by such a college committee are the preparation and dissemination of literature in loss prevention and visual aid materials to county agents, 4-H Clubs, and vocational agriculture students; a study and research on physical facilities, such as loading chutes, ramps, material application, truck-bed construction (projects for the agricultural engineering departments in cooperation with the U.S. Department of Agriculture); study and research on bruise losses; and study and research on losses due to diseases. Farm-organization leaders also might well set up a State committee.

The multiple number of auction markets offer an excellent opportunity to set up a handlers' training program at each auction-market level. Such a program might include orientation to the bruise problem with respect to types of bruises through tours in packing plants, exhibits of bruised-meat specimens, and/or the use of visual-aids materials, as well as explanation of causes and need for correction.

Livestock Conservation, Inc., plans to make available to livestock extension specialists sets of colored slides on various phases of loss prevention in relation to losses from bruises, cripples, deads, and grubs and other parasites. We also plan the preparation of posters, leaflets, and other pertinent material on the subject, as well as to conduct surveys on bruise and grub losses, the results of which will be made available to all educational agencies. There will be mutual planning with agencies of the U.S. Department of Agriculture on various projects, and on releases to newspapers, farm journals, and the radio.

COMMITTEE REPORTS

Report of Committee on Livestock Grades

1. Hogs.

It is recommended that live and carcass grades of barrows and open gilts be simplified to include three grades within each weight classification as follows:

- (1) Top meat-type hogs.
- (2) Overfinished hogs.
- (3) Underfinished hogs.

It is further recommended that the extension service in each State work with a few selling, handling, and processing agencies in educational demonstrations to determine the feasibility and desirability of developing a general educational program, based on these grades of hogs.

2. Cattle.

On cattle grades it is recommended that steps be taken to encourage more uniformity in live and carcass grades, which can be obtained by closer working relationship of those engaged in carcass grading and those in live animal grading; this could be accomplished by the two groups working together on live animals and following the grades through in the carcass grades.

Chairman - J. S. Robinson, Extension Animal Husbandman, Tennessee
Secretary - C. M. Kincaid, Animal Husbandman, Virginia
J. E. Foster, Head, Animal Husbandry Department, Maryland
Robert Rector, Empire Livestock Marketing Corp., New York
J. S. Buchanan, Extension Livestock Specialist, North Carolina
George Herring, Extension Animal Husbandman, Virginia
Ben Creech, Extension Animal Husbandman, West Virginia
T. E. Bell, Livestock Buyer, Kingan & Co., Orangeburg, S.C.
J. L. Koster, Head, Beef Section, Food and Restaurant
Division, Office of Price Stabilization, Washington, D.C.
D. E. Brower, Assoc. Ext. Animal Husbandman, Virginia
A. L. DuRant, Extension Livestock Specialist, Florence, S.C.

Report of

Committee on Handling Livestock During Marketing

Inasmuch as livestock losses due to improper handling of animals and equipment during marketing, caused a loss of 50 million dollars' worth of meat in 1950, this committee feels strongly that something preventive should be done. Cattle losses in the previous year averaged \$6.75 per head, and hog losses were 39 cents per head. Losing 70 million pounds of meat because of careless methods and poor equipment in a time when the per capita consumption of meat is increasing, is enough reason to take definite steps to help farmers, auctions, packers, and others prevent these losses. A loss of this magnitude at this time is intolerable.

In view of the foregoing facts, this Committee makes the following recommendations to this conference:

1. That the extension livestock personnel in each State see that a committee is formed in each of the Northeastern and Southeastern States, to do all possible to set up a program to prevent these livestock losses by educational means.

It is suggested that this committee include professors of animal husbandry and livestock marketing, representatives of State Departments of marketing, State 4-H Club leaders, State vocational agriculture heads, Extension men, agricultural engineers, veterinarians, auction-market authorities, terminal market men, a national livestock conservation leader, livestock organization leaders, or any others whose services would be useful.

2. It is recommended that colleges of agriculture and agricultural schools teach in at least one class yearly, covering all students, proper methods of handling animals and equipment to prevent losses.

3. This Committee feels that educational trips through livestock markets by farmers, 4-H members, vocational students, truckers, and others working with livestock, should be encouraged in order that these people may see, first-hand, the cut-outs necessary because of bruises.

4. It is further recommended that illustrated charts and pictures showing losses be obtained from Livestock Conservation, Inc., by extension workers. These charts should be posted at markets and other gathering places of farmers and truckers.

5. Publicity in the form of magazine articles, radio, and newspaper releases, and county and State publications is encouraged.

6. Extension livestock men should give illustrated talks and distribute helpful materials such as approved plans of loading chutes, improved truck bodies, and tail gates at auction markets, livestock schools, and other meetings.

7. This Committee further recommends that 4-H demonstrations and exhibits on livestock-loss prevention be encouraged.

8. County and State fairs should be asked to promote exhibits on the prevention of livestock losses. Wherever possible, proper livestock unloading ramps should be built for use and demonstrations at fairs.
9. It is further recommended that the full attendance of this Conference, with complete names and addresses, be sent to J. R. Pickard of Livestock Conservation, Inc., Union Stockyards, Chicago, Ill., so that these names may be placed on his mailing list.
10. Lastly, this Committee recommends to this Conference that next year, at a similar conference, progress reports on the prevention of livestock losses be given by as many State representatives as possible.

Chairman, A. T. Lassiter, Jr., Assoc. Ext. Animal Husbandman, Virginia
Secretary, Bryan E. Colby, Ext. Spec. Animal Husbandry, Massachusetts
H. D. Quessenberry, Marketing Specialist, State Department of Agriculture, Raleigh, N. C.
M. D. Lacy, Professor Animal Husbandry, New York
S. F. Koehler, Head Livestock Buyer, Kingan & Company, Richmond, Va.
E. P. Forrestel, Empire Producers Cooperative Commission Association, Medina, N.Y.
T. Brooks Mims, Blue Ridge Farms, Luray, Va.
George Turner, Market Facilities Research Branch, PMA U.S.D.A., Washington, D.C.

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Report of

Committee on R. M. A. Projects

Many of the R.M.A. projects now in existence have resulted from information brought out in these conferences. The Committee on R.M.A. projects makes the following report:

1. There is a possibility of a 20-30 percent cut in Federal-RMA funds for marketing work for the fiscal year 1952. Livestock marketing educational work has in recent years been conducted in this area on a limited demonstrational basis. A cut of this magnitude will seriously impair progress made to date and will prevent expansion of educational work that is necessary if the livestock industry is to make its maximum contribution to the current emergency and is to be kept fully informed of research findings as they are completed. Sufficient work has been done to demonstrate the possibilities for expanding educational work with selling agencies, processors, the retail trade, and producers.
2. Major adjustments have been made in our educational work in livestock marketing as a result of the current emergency, experience in working with the trade, and grass-roots advice and direction by those close to the changing situation. Further adjustments will be made as experience is gained and as the need arises.
3. Marketing projects, both R.M.A. and those financed from regular funds, should stress, even more than at present, labor efficiency, efficient

utilization of plants and equipment, prevention of livestock losses and carcass damage, increased production, and better management in the entire industry, including producers, processors, transportation organizations, and retailers.

4. Livestock marketing projects should advocate more uniform grading of livestock with particular emphasis on teaching the farmer and trade how to recognize grades.

5. On specific commodity projects, the industry should be informed as to what O.P.S. regulations are and the adjustments needed in the industry better to meet the current emergency.

6. In those areas which are rapidly changing from a row-crop to a livestock economy, the possibility of a foundation beef-cattle procurement project should be investigated. In these new areas, market facilities should be investigated, and assistance should be provided to see that they keep pace with production.

Chairman, Kenneth Hood, Ext. Agricultural Economist, Pennsylvania
Secretary, J. W. Houston, Ext. Animal Husbandman, Tennessee
H. M. Dixon, Extension Service, Washington, D.C.
W. J. Huntley, Ext. Livestock Marketing Specialist,
South Carolina
A. R. Meyer, Marketing Specialist, Maryland
Wendell Earle, Asst. Professor of Marketing, New York
M. L. Dalton, Assoc. Animal Husbandman, Virginia

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Report of

Committee on Aspects of Livestock Production

The Committee on Aspects of Livestock Production makes the following suggestions or recommendations:

1. Pasture

That the various agencies interested in educational agriculture cooperate in such manner, that recommendations to the farmer be uniform within the district, area or section involved.

2. Breeding

In view of the constructive beef-breeding program now in progress at Front Royal, it is suggested that the heritability studies on beef bulls be continued and expanded so that a more objective measurement be available to cattlemen for determining and evaluating superior individuals for both type and performance.

3. Bloat

The complexity of the bloat problem and the tremendous losses being encountered by livestock breeders throughout the country, as well as

current difference of opinion as to cause, prevention, and control by various research workers, prompts the need for immediate corrective measures. In view of the limited extent to which experiment stations can properly approach this problem, it is suggested by the Committee on Livestock Production that a uniform questionnaire be prepared by B.A.I. and sent to livestock farmers by their State extension livestock specialists, so that practical information can be obtained from the field on occurrence of bloat, and method of prevention and control being followed. This information is then to be correlated and analyzed for possible new approach to the problem. It is further suggested that research work by the Federal Government and State experiment stations be continued and expanded.

General Recommendations

1. In view of the advertising and claims being made by many commercial firms regarding the value of minerals in livestock rations, that a survey be held to determine what experimental work has been done or is being done by the States on the need for feeding supplemental mineral mixtures to livestock.
2. That a uniform program for the control of brucellosis and the interstate shipment of cattle be started by all the States.
3. That educational information, i.e., circulars, bulletins, mimeographed material, prepared by the State extension and research personnel, be sent to other States in the area so that all concerned may profit from this information.
4. That recommendations relative to livestock parasite control be kept simple and practical by holding to a minimum number of insecticides.

Junior Livestock Program

The need for increased emphasis on 4-H livestock breeding projects seem apparent for the area.

1. Beef-cow-calf project

That continued emphasis be placed on supplementing fat steer and other beef calf projects already established with a commercial 4-H cow-calf program, the objective being to help individual farm boys, when warranted, become established in a more permanent cattle business.

2. Ewe-lamb project

That the 4-H ewe-lamb project be stressed on the farms of 4-H members where the raising of sheep appears practical and profitable. It is suggested that a minimum of five ewes be placed in the hands of 4-H members for the purpose of developing skills in production, management, and marketing spring lambs. In so doing help will be afforded the 4-H member to grow into a successful commercial and purebred-sheep producer.

3. Sow-litter

That the present program stressing the 4-H sow and litter project be continued and expanded.

Chairman, Geo. W. Litton, Assoc. Animal Husbandman, Virginia

Secretary, W m.P. Tyrrell, Ext. Animal Husbandman, Tennessee

B. A. Livesay, Head, Animal Husbandry Department,
West Virginia

Jack Kelley, Animal Husbandry Specialist, North Carolina

J. T. Forrestel, Empire Producers Cooperative Commission
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W. H. Gregory, Livestock Marketing Specialist, Alabama

Curtis C. Mast, Ext. Animal Husbandman, Virginia

Geo. R. Johnson, Associate Professor, New York

Martin E. Cannon, Ext. Livestock Specialist, Maryland

K. C. Williamson, Asst. Livestock Agent, Halifax, Va.

D. C. Gaylord, Ext. Animal Husbandman, Connecticut

List of Persons in Attendance at the
INTERREGIONAL LIVESTOCK PRODUCTION AND MARKETING CONFERENCE
June 18 - 21, 1951
Luray, Va.

ALABAMA

W. E. Gregory
Livestock Marketing Specialist
Alabama Polytechnic Institute
Auburn, Alabama

Roland H. Mullinix
Woodbine, Maryland
(livestock trucker)

CONNECTICUT

D. C. Gaylord
Extension Animal Husbandman
University of Connecticut
Storrs, Connecticut

NEW YORK

Wendell Earle
Asst. Professor of Marketing
Cornell University
Ithaca, New York

ILLINOIS

Dr. J. R. Pickard
General Manager
Livestock Conservation, Inc.
Union Stockyards
Chicago, Illinois

Geo. R. Johnson
Associate Professor
Cornell University
Ithaca, New York

H. D. Lacy
Professor of Animal Husbandry
Cornell University
Ithaca, New York

MASSACHUSETTS

Bryan E. Colby
Extension Specialist Animal Husbandry
University of Massachusetts
Amherst, Massachusetts

E. P. Forrestel
J. Thomas Forrestel
Empire Producers Cooperative
Commission Association
Medina, New York

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Amos R. Meyer
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George W. Litton
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TENNESSEE

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Wm. P. Tyrrell
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Front Royal, Virginia

K. C. Williamson
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A. L. Baker
Bureau of Animal Industry, USDA
Beef Cattle Research Station
Front Royal, Virginia

VIRGINIA

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VIRGINIA

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Washington 25, D.C.

Brook Mims
Blueride Farms
Luray, Virginia
(Front Royal auction market operator)

M. J. Sheffield, Manager
Shen-Valley Meat Packers, Inc.
Timberville, Virginia

Morris Fannon
George Palmer
Bob Orr
Virginia Hereford Breeders Association
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